CIGARETTE P.O.P. CHECK

Store Name: _____ Date: _____

Address: _____ Aud. Initials: _____

City: _____

GENERAL STORE QUESTIONS

1. Type of area: Urban _____ Suburban _____ Rural _____
2. Type of Store: Convenience (no gas) _____ Convenience w/ gas _____

OUTSIDE P.O.P. (Does not include Window or Door P.O.P.)

3. Is there **ANY type/brand** of P.O.P. present **outside** this store? Yes _____ No _____
(This can be P.O.P. for soft drinks, beer, cigarettes, etc.)

3a. If yes, **is it lighted/neon** _____ or **unlighted** _____

4. Is there **ANY cigarette** P.O.P. present **outside** this store? Yes _____ No _____

4a. If yes, is it **lighted/neon** _____ or **unlighted** _____ or **both** _____

4b. If there is **lighted/neon** P.O.P. for cigarettes, indicate # of pieces and **circle most prominent**:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

4c. If there is **unlighted** P.O.P. for cigarettes, indicate # of pieces and **circle most prominent**:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

5. Please record the number of pieces of P.O.P. that are present **OUTSIDE** this store for:

	Permanent	Temporary
a) Basic	_____	_____
b) Benson & Hedges	_____	_____
c) Camel	_____	_____
d) Doral	_____	_____
e) GPC	_____	_____
f) Kool	_____	_____
g) Marlboro	_____	_____
h) Merit	_____	_____
i) Newport	_____	_____
j) Parliament	_____	_____
k) Salem	_____	_____
l) Virginia Slims	_____	_____
m) Winston	_____	_____
n) Any Premium brand* together in 1	_____	_____
o) Any other brand	_____	_____

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***PREMIUM BRANDS are defined as Benson & Hedges, Merit, Parliament and/or Virginia Slims**

WINDOW/DOOR P.O.P.

6. Is there **ANY type/brand** of P.O.P. present on the **door** or in the **window**, as you are approaching the store?
(This can be P.O.P. for soft drinks, beer, cigarettes, etc.) Yes _____ No _____

6a. If yes, is it **lighted/neon** _____ or **unlighted** _____ or **both** _____

Source: https://www.industrydocuments.ucsf.edu/docs/lhgy0004

7. Is there **cigarette** P.O.P. present on the **door** or in the **window** of this store? Yes _____ No _____

7a. If yes, is it **lighted/neon** _____ or **unlighted** _____ or **both** _____

7b. If there is **lighted/neon** P.O.P. for cigarettes, which one brand is most prominent:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

7c. If there is **unlighted** P.O.P. for cigarettes, which one brand is most prominent:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

7d. If there is Window/Door P.O.P., **overall**, which cigarette one brand is most prominent:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

8. Please record the number of pieces of P.O.P. that are present **ON THE WINDOWS/DOOR** of this store for:

	Permanent	Temporary
a) Basic	_____	_____
b) Benson & Hedges	_____	_____
c) Camel	_____	_____
d) Doral	_____	_____
e) GPC	_____	_____
f) Kool	_____	_____
g) Marlboro	_____	_____
h) Merit	_____	_____
i) Newport	_____	_____
j) Parliament	_____	_____
k) Salem	_____	_____
l) Virginia Slims	_____	
m) Winston	_____	_____
n) Any Premium brand* together in 1	_____	_____
o) Any other brand	_____	_____

INTERIOR P.O.P.

9a. Are **all** of the **carton** cigarettes:

Self serve	Yes _____	No _____
Non-self serve	Yes _____	No _____
Both	Yes	No

9b. Are **all** of the cigarette **packs**:

Self serve	Yes _____	No _____
Non-self serve	Yes _____	No _____
Both	Yes	No

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10. Is there **cigarette** P.O.P. present **inside** this store? Yes _____ No _____

10a. Which one **brand** is most prominent upon entering the store:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

10b. Which one **sign** is most prominent:

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

Source: https://www.industrydocuments.ucsf.edu/docs/lhgy0004

11. Is there any **electric/electronic** P.O.P. present in this store for **any** Philip Morris** brand? Yes _____ No _____

11a. If **yes**, is there a **clock**** ? Yes _____ No _____

-- is it functioning? Yes _____ No _____

--if the clock is NOT functioning, is it: _____ Unplugged or Turned off?

_____ Broken?

_____ Unable to determine?

** Philip Morris brands are: Alpine, Basic, Benson & Hedges, Bristol, Bucks, Cambridge, Marlboro, Merit, Parliament, Players, & Virginia Slims

*** a clock is defined as anything with a time piece, even if the most prominent part is a large sign. (The exception to this is the Overhead Fixture Rack - rack above checkout, that stocks cigarette packs, generally accessible only to clerk.)*

11b. If **yes**, is there a **neon sign**? Yes _____ No _____

-- is it functioning? Yes _____ No _____

--if the neon sign is NOT functioning, is it: _____ Unplugged or Turned off?

_____ Broken?

_____ Unable to determine?

11c. If **yes**, is there a **backlit/edgelit sign**? Yes _____ No _____

-- is it functioning? Yes _____ No _____

--if the backlit sign is NOT functioning, is it: _____ Unplugged or Turned off?

_____ Broken?

_____ Unable to determine?

11d. If **yes**, is there **any other** electric/electronic P.O.P. present? Yes _____ No _____

-- is it functioning? Yes _____ No _____

--if it is NOT functioning, is it: _____ Unplugged or Turned off?

_____ Broken?

_____ Unable to determine?

12. **Checkout Information:**

12a. If there are cigarettes at the checkout #1, what one is the most prominent brand of cigarettes?

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Other	____
Camel	____	Marlboro	____	Salem	____		
Doral	____	Merit	____	Virginia Slims	____		

12b. If there are cigarettes at the checkout #2, what one is the most prominent brand of cigarettes?

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Other	____
Camel	____	Marlboro	____	Salem	____	**N/A**	____
Doral	____	Merit	____	Virginia Slims	____	(no checkout #2 in this store)	

12c. If there is a **Overhead Fixture** (i.e., rack above checkout that stocks cigarette packs, generally accessible only to clerk) present in this store, which brand is featured on it:

Checkout #1: (indicate # of pieces of P.O.P. on line next to the brand(s) and **circle the one most prominent**)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges		Kool		Parliament		Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____
						No graphics	____

Checkout #2: (indicate # of pieces of P.O.P. on line next to the brand(s) and **circle the one most prominent**)

Basic	____	GPC	____	Newport	____	Any Premium brand*	
Benson & Hedges	____	Kool	____	Parliament	____	together in 1	____
Camel	____	Marlboro	____	Salem	____	Other	____
Doral	____	Merit	____	Virginia Slims	____	No graphics	____
				Winston	____	**N/A**	____
						(no checkout #2 in this store)	

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Source: https://www.industrydocuments.ucsf.edu/docs/lhgy0004

12d. If there are **counter display fixtures** in this store, which brand(s) are featured on them:

Checkout #1: (indicate the # of displays on line next to the brand(s) on display & **circle the one most prominent**)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

Checkout #2: (indicate the # of displays on line next to the brand(s) on display & **circle the one most prominent**)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____
						N/A	____

(no checkout #2 in this store)

12e. If there is **Other Permanent P.O.P.** present at the checkout in this store, which brand(s) are featured on it:

Checkout #1: (indicate the # of pieces of P.O.P. on line next to the brand(s) & circle the one most prominent)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

Checkout #2: (indicate the # of pieces of P.O.P. on line next to the brand(s) & circle the one most prominent)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____
						N/A	____

(no checkout #2 in this store)

12f. If there is any **Temporary P.O.P.** present at the checkout in this store, which brand(s) are featured on it:

Checkout #1: (indicate the # of pieces of P.O.P. on line next to the brand(s) & circle the one most prominent)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____

Checkout #2: (indicate the # of pieces of P.O.P. on line next to the brand(s) & circle the one most prominent)

Basic	____	GPC	____	Newport	____	Winston	____
Benson & Hedges	____	Kool	____	Parliament	____	Any Premium brand*	
Camel	____	Marlboro	____	Salem	____	together in 1	____
Doral	____	Merit	____	Virginia Slims	____	Other	____
						N/A	____

(no checkout #2 in this store)

13. Does this store have custom Marlboro P.O.P? Yes _____ No _____

If yes, does it meet Marlboro guidelines (i.e., must contain **red roof** and lettering similiar to what is on the cigarette pack itself) Yes _____ No _____

14. Does this store have custom P.O.P for Virginia Slims, Merit, Bensen & Hedges and/or Parliament?

Yes _____ No _____

15. Does this store have custom P.O.P for Basics? Yes _____ No _____

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Source: https://www.industrydocuments.ucsf.edu/docs/lhgy0004

16. Does this store look "cluttered" with cigarette P.O.P/displays:
--upon entering? Yes _____ No _____
--at the checkout? Yes _____ No _____

16a. If the store appears "cluttered" upon entering, does Marlboro:
--stand out? Yes _____ No _____
--contribute to the clutter? Yes ___ No _____

16b. If the store appears "cluttered" at the checkout, does Marlboro:
--stand out? Yes _____ No _____
--contribute to the clutter? Yes ___ No _____

17. If there is Marlboro permanent P.O.P., other than an Overhead Fixture, is any of it outdated? Yes ___ No _____

18. If there is a Marlboro Overhead Fixture, is the fixture graphic current (i.e., cowboy lighting a cigarette with a stick **OR** cowboy jumping over a fence)?
Yes ___ No _____

19. If there is Marlboro temporary P.O.P., is any of it outdated? Yes _____ No _____

20. Does any Marlboro P.O.P., except ashtrays, appear to be in disrepair (dirty, pealing, damaged, faded, cracked, etc.)?
Yes _____ No _____

21. Does any Basic P.O.P., except ashtrays, appear to be in disrepair (dirty, pealing, damaged, faded, cracked, etc.)?
Yes _____ No _____

22. Does any Benson & Hedges, Merit, Parliament, or Virginia Slims P.O.P., except ashtrays, appear to be in disrepair (i.e., dirty, pealing, damaged, faded, cracked, etc.)?
Yes _____ No _____

23. If this store has a Marlboro P.O.P. specialty piece (fade in/fade out sign and/or illuminated jumbo pack) is it in the most prominent position? Yes _____ No _____

24. Please record the number of pieces of P.O.P. that are present **INSIDE** this store for:

	Permanent	Temporary
a) Basic	_____	_____
b) Benson & Hedges	_____	_____
c) Camel	_____	_____
d) Doral	_____	_____
e) GPC	_____	_____
f) Kool	_____	_____
g) Marlboro	_____	_____
h) Merit	_____	_____
i) Newport	_____	_____
j) Parliament	_____	_____
k) Salem	_____	_____
l) Virginia Slims	_____	_____
m) Winston	_____	_____
n) Any Premium brand* together in 1	_____	_____
o) Any other brand	_____	_____

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Source: https://www.industrydocuments.ucsf.edu/docs/lhgy0004